



Date: March 18, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: Weekly Update Ending March 18, 2005

The following weekly update highlighting various activities for the week ending March 18, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Community Development and Library Services

Entrepreneurship 2005: Small Business Conference was held on March 9 at the Long Beach Convention Center. More than 250 people attended including business owners, various City departments, and interested members of the business community.

Economic Development staff served as panelists during two workshops: Financing, and City of Long Beach Programs and Services workshops which provided information on the City's business loan programs, tax credit incentives, site selection assistance and business development workshops and counseling services.

Library staff participated in the discussion entitled "Maximizing Your Resources & Business Opportunities in the City of Long Beach" and sponsored an exhibit. The Long Beach Public Library received a \$75,000 business grant to enhance services to the small business community, and a major component of the grant is outreach to businesses.

Long Beach Reads One Book

Library Services, Parks, Recreation and Marine

School News Roll Call, a local education newspaper, donated gift copies of Ray Bradbury's *Fahrenheit 451* to each library. Program festivities began on March 14 with a drawing held at each library for the winners of the gift books. *School News Roll Call* has supported the One Book festival each year by providing gift copies for community readers to all local libraries.

During the week of March 13 to March 18, El Dorado, Houghton, Silverado, and California Recreation Parks hosted the Primetime Players for a staged reading of the play *Fahrenheit 451* in conjunction with the "Long Beach Reads One Book" program. More than 150 seniors attended.

MAJOR WEEKLY HIGHLIGHTS (continued)

Police

Staff created a new multilingual *Crime Tip* poster, available free of charge to the public, which features hotline phone numbers to report drug, gang and graffiti activity. The new eye-catching poster is 11" x 17" and has hotline numbers in English, Spanish, and Khmer. The posters will be distributed to businesses throughout the city and are also available at all police substations. For further information, contact Community Relations at 570-7215.

UPCOMING EVENTS AND PROJECTS

Community Development

The City of Long Beach is seeking public participation in the creation of a *Jobs and Business Strategy* to guide the City's economic development efforts for the next five years. The first of a series of community meetings will be held on, **March 21**, at Long Beach Energy, 2400 E. Spring Street, from 6:30 p.m. to 8:30 p.m. Residents, community leaders, employers and business owners are invited to participate in the first citywide meeting designed to help shape the new *Jobs and Business Strategy*.

On **March 21**, the Neighborhood Resource Center will host a Monday Night Mixer from 6:00 p.m. to 7:30 p.m. at 425 Atlantic Ave. This is an opportunity for residents, neighborhood leaders and associations to share ideas and build a sense of community through a potluck and networking opportunities. To RSVP, call (562) 570-1010 or e-mail Juan_Carlos_Reyes@longbeach.gov.

Fire

The Department will be hosting its 33rd Annual Meritorious Awards Luncheon recognizing and honoring Long Beach firefighters and citizens who have notably distinguished themselves by their brave and unselfish acts of heroism on **Tuesday, March 22** at the Long Beach Convention Center.

Library Services

California Uncovered: Stories for the 21st Century is a new book featuring stories by California writers such as John Steinbeck, Joan Didion, Kahled Hosseini and more. The Main Library will be hosting two programs to read and discuss favorite stories from this book on **Tuesday, March 22 and Wednesday, March 23** at 4:00 p.m. in the Main Library meeting room. This project is part of the statewide "California Stories Uncovered" campaign of the California Council for the Humanities and supported in part by CCH through a grant from the National Endowment for the Humanities.

Parks, Recreation and Marine

During the week of **March 19 to March 25**, Youth Sports banquets will be held at Cherry, College Estates, El Dorado, Silverado, Wardlow, and Whaley Parks in appreciation for the fine sportsmanship and hard work shown by the players. More than 650 youth and family members are expected to attend.

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UPCOMING EVENTS AND PROJECTS

Parks, Recreation and Marine

During the week of Tuesday, **March 29** to **Friday, April 1**, the citywide "Teen Spring Thang" event will be held at all Long Beach teen centers. Centers will feature new games, sports, a special Fear Factor day, and a field trip to Magic Mountain.

City Manager

An Educational Community Forum on Liquefied Natural Gas (LNG) will be held on **Saturday, April 2**, at 10:00 a.m. in the Council Chambers, 333 W. Ocean Blvd. The forum will be aired live on LBTv, Charter Communications, Channel 8. The Forum is intended to provide the public with information regarding LNG as an energy source and information regarding the status of the proposal by Sound Energy Solutions (SES)/Mitsubishi to construct and operate a new LNG facility within the Port of Long Beach.

AWARDS

Community Development

At the California Redevelopment Association's Annual Conference in Anaheim, the Grisham Community Housing project was honored with the California Redevelopment Association's Award of Excellence in the category of Multi-Family Residential (Rehabilitation). The project competed with similar projects throughout the State of California for this prestigious award. The Redevelopment Agency, Long Beach Housing Development Company Board Members and staff attended the conference March 9, 10, and 11.

PUBLIC SAFETY

Fire

Staff responded to a total of 1,412 emergency calls for service: 92 calls for fires, of which 11 involved structures; and 648 emergency medical calls, of which 451 required paramedics.

Police

Citywide, officers responded to 792 priority one, 1,910 priority two, and 12,535 priority three calls for service, for a total of 15,237 for the reporting period. Police officers made 648 arrests, issued 747 citations, and conducted 453 field interviews.

Officers conducted a Driving Under the Influence (DUI) and Drivers License Checkpoint on March 12 at Cherry Avenue and Artesia Boulevard. During the operation, officers made three arrests, impounded 28 vehicles and issued 47 citations.

NEIGHBORHOODS

Community Development

On March 9, the Neighborhood Resource Center hosted an informational workshop on the City of Long Beach's Consolidated Plan 2005-2010 to an interested group of ten neighborhood leaders from five different neighborhood organizations. Neighborhood Services Bureau presented a detailed PowerPoint presentation explaining the Consolidated Plan, the current use of Community Development Block Grants (CDBG), CDBG's future funding and how citizens can participate.

Police

The first biannual Apartment Watch Owner/Manager training seminar was held on Thursday, March 10. The training included topics such as: Screening Your Tenants; Loitering and the Law; Drug Dealing and Drug Labs.

Long Beach Energy

The most recent phase of a natural gas line capital improvement project has been completed and approximately 16,000 feet of new gas pipe and 400 new gas services were installed citywide.

The next phase of the improvement project has begun with a contract to install approximately 55,000 feet of gas pipe and 1,100 new gas services citywide. In the last couple of weeks approximately one mile of new main gas pipeline has been installed in northeast Long Beach. This phase is scheduled for completion in October 2005.

In-house construction crews continue to work on the critical operations of the natural gas infrastructure. This work includes maintenance of approximately 20 of the 1,000 main line valves, leak-detection survey of about 10 miles of gas pipeline, and on-going corrosion control activities. They also responded to eight gas emergencies.

Parks, Recreation and Marine

Facility improvements were just completed at the restaurant at El Dorado Golf Course including the installation of attractive wall coverings, a new salad/soup self-service bar, and fresh paint.

Contractor selection is beginning for major improvements at the Silverado and Martin Luther King, Jr. Pools. Silverado Pool will be fully resurfaced and a new roof will be put on the pool building and locker rooms and restrooms will be remodeled for Americans with Disabilities Act (ADA) compliance. New ADA-compliant locker rooms and restrooms will be constructed at Martin Luther King, Jr. Pool.

ADA improvements are complete at the Marine Bureau administration building and at Cherry Park. ADA improvements are on-going at Los Cerritos Park and at Wardlow Park. The final phase of ADA improvements is starting at El Dorado Park West, including the Parks, Recreation and Marine administration building, the teen center, and the freestanding restrooms.

NEIGHBORHOODS (continued)

Public Works

Street Projects Currently Under Construction:

- Willow Street Between the West City Limit and the Los Angeles River; between Clark Avenue and Bellflower Boulevard and between Studebaker Road and the east city limit. Currently work is ongoing between the west City Limit and the LA River. This project includes the resurfacing of the existing street and overlay of asphalt pavement.
- Work is scheduled to begin on Monday, March 21, for the Streetscape Improvements on Atlantic Avenue between Roosevelt Road and San Antonio Drive. This project consists of construction of a median island, which include irrigation and landscaping. The project is estimated to be completed in early August 2005.
- Anaheim Street Transportation Improvement Project includes the construction of new bus stops and art deco bus shelters as well as bulb outs at various intersections. Also included in the scope of work are traffic signal improvements and the repaving of Anaheim Street at the intersections adjacent to the bus stops. The project limits are from Chestnut Avenue to Ximeno Avenue. Traffic signal work is in progress. It is estimated that the project will be completed in July 2005.
- Engineering Bureau staff held public meetings concerning the proposed medians for the North Long Beach area on Atlantic Avenue, Cherry Avenue and Long Beach Boulevard.

ECONOMIC DEVELOPMENT

Community Development

On March 10, staff presented information on the development of the Long Beach Hot Zones, the City's free wireless Internet access areas at the Public WiFi and Redevelopment workshop at the Annual California Redevelopment Association (CRA) Conference.

SPECIAL EVENTS

Long Beach Energy

The Natural Gas Piping Technology Committee, a committee comprised of federal and state safety regulators, manufacturers and natural gas distribution and transmission utilities from across the USA who work on issues associated with natural gas safety met in Long Beach. Their work is incorporated into a national standard for complying with the natural gas regulations.

Parks, Recreation and Marine

CBS Productions, with a cast and crew of 150, filmed "CSI Miami" on March 14, at Lime Ave. and Ocean Blvd.

Canterbury Productions, with a cast and crew of 125, filmed "Joan of Arcadia on March 15, at 1st Place and Kennebec.

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SPECIAL EVENTS

Parks, Recreation and Marine

On March 17, the Houghton Park After School Program, Long Beach Senior Center, and the Silverado Park Extended Day Program held their annual St. Patrick's Day celebration with over 175 youth and seniors participating in holiday contests, arts and crafts, Irish games and special St. Patrick's Day meals. The Have A Heart performers at the Long Beach Senior Center provided free entertainment.

On March 18, Adaptive Recreation at Stearns Park co-hosted a St. Patrick's Day dinner and dance in collaboration with Long Beach Special Olympics and the Association of Retarded Citizens. Over 60 participants enjoyed a fantastic dinner and danced to the sounds of D.J. Donaldo.

OTHER ITEMS OF NOTE

Public Works

The City's Storm Water Management hotline and website have experienced a much heavier than normal call volume from constituents concerned with the amount of trash and debris on beaches.

Pollution trap installations citywide (Best Management Practices) during the past year have captured 253,000 pounds of trash and debris that otherwise would have been deposited on beach.

Staff processed 16 requests from developers to subdivide parcels of land for development.

Staff received 25 plan checks received from Planning and Building for site review, grading requirements and infrastructure improvements.

Long Beach Energy

The Gas Services Bureau completed a total of 2,839 service calls. This total included 1,005 Gas and Water Utility Turn Ons, and 756 Turn Offs. During this period, 787 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 191-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 569 emergency phone calls that resulted in 121 emergency orders being sent out.

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